

CLAIMS:

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1. A consumer food product having the beneficial effect of reducing high cholesterol level ranges comprising;
at least a first beneficial soluble fiber component selected from the group consisting of psyllium, oat flour, oat bran, barley, beta-glucan, guar gum, beet pulp and pectin;
at least a second beneficial component selected from the group consisting of beta sitosterol, stigmasterol, campesterol, ergosterol, beta sitostanol, campestanol, stigmastanol and fatty acid derivatives thereof; and
wherein ingestion of the consumer food product containing a combination of said first and second beneficial components provides a serum cholesterol lowering effect.
2. A consumer food product as recited in claim 1 wherein said first beneficial component comprises between 1 to 25 percent by weight.
3. A consumer food product as recited in claim 1 wherein said second beneficial component comprises between 1 to 25 percent by weight.
4. A consumer food product as recited in claim 1 wherein said consumer food product is a baking mix.
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5. A consumer food product as recited in claim 1 wherein said consumer food product is a ready to eat meal.
6. A consumer food product as recited in claim 1 wherein said consumer food product is a cereal.
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7. A consumer food product as recited in claim 1 wherein said consumer food product is a ready to eat cereal.
8. A consumer food product as recited in claim 1 wherein said consumer food product is a cereal bar.

9. A consumer food product as recited in claim 1 wherein said consumer food product is a refrigerated dough.

AP ^{SUB} 10. A consumer food product as recited in claim 1 wherein said consumer food product is a fruit snack.

11. A consumer food product as recited in claim 1 wherein said consumer food product is a dairy based product.

12. A consumer food product as recited in claim 11 wherein said dairy based product is a yogurt.

13. A consumer food product as recited in claim 11 wherein said dairy based product is an ice cream.

14. A consumer food product as recited in claim 11 wherein said dairy based product is a drinkable product.

AS ^{SUB} 15. A consumer food product as recited in claim 1 wherein said consumer food product is a bakery product.

16. A consumer food product as recited in claim 1 wherein said consumer food product is a snack product.

17. A consumer food product for use in reducing LDL cholesterol levels, comprising;

at least a first soluble fiber component having a first beneficial health effect selected from the group consisting of psyllium, oat flour, oat bran, barley, beta-glucan, guar gum, beet pulp and pectin;

at least a second sterol based component having a second beneficial health effect, which may be similar to said first beneficial health effect;

said at least first and second components provided in a particular ratio to create a food product that delivers a health benefit of reducing LDL cholesterol levels.

18. A consumer food product as provided in claim 17 wherein said first soluble fiber component is provided in at least an equal amount to said second sterol component.

19. A consumer food product as provided in claim 17 wherein said first soluble fiber component is provided in an amount of approximately 1 to 3 grams per serving size.

20. A consumer food product for use in reducing total cholesterol levels, comprising;

at least a first soluble fiber component having a first beneficial health effect selected from the group consisting of psyllium, oat flour, oat bran, barley, beta-glucan, guar gum, beet pulp and pectin;

at least a second sterol based component having a second beneficial health effect, which may be similar to but distinct in effect from said first beneficial health effect;

said at least first and second components provided in a particular ratio of one to another to create a food product that delivers a health benefit of reducing total cholesterol levels.

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